

REMARKS

The present communication is responsive to the Official Action mailed March 10, 2003.

In the Official Action, the Examiner rejected claims 2 and 13 under 35 U.S.C. §112 as being indefinite for failing to particularly point and distinctly claim the subject matter which applicants regard as the invention. In particular, the Examiner indicated that there was insufficient antecedent basis for "the second vendor" in claim 2 and that it was difficult to determine what was meant by "retrieving the identity of the first" in claim 13.

Applicants have amended claim 2 to now recite "the second entity." Applicants have also amended claim 3 to recite "the first entity" in lieu of the first vendor. These amendments are cosmetic in nature and merely substitute the term "entity" for "vendor." Applicants respectfully submit that these amendments meet the requirement for proper antecedence.

Claim 13 has been amended to now recite "means for retrieving the identity of the first vendor." Proper antecedent basis for the term "vendor" can be found in claim 12. In addition, applicant has amended claim 12 so that the last element now recites "means for sending the changed value to the first vendor." These amendments to claims 12 and 13 are cosmetic in nature and are meant to make the claims consistent with each other.

In addition to the amendments discussed above, applicants have also amended claims 2-6 and 10 to improve their form. Applicants respectfully submit that these amendments are also cosmetic in nature.

The Examiner rejected all the claims in the application, namely claims 1-18, under 35 U.S.C. §102(b) as being anticipated by U. S. Patent No. 5,913,210 to Call (hereinafter "Call").

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Regarding claims 1, 12 and 15, the Examiner asserted that the Call reference discloses "sending the changed value to the first entity [col. 9, lines 36-56]." With regard to claim 6, the Examiner indicated that "transmitting the modified information" was disclosed by Call at col. 8, ln. 66 to col. 9, ln. 19. Applicants respectfully traverse the Examiner's rejection.

Call discloses a method and apparatus for disseminating product information via the Internet. By Call's method "'a product code translator'" is employed as an Internet resource "for storing cross-references between universal product codes identifying specific products and Internet addresses specifying the locations at which information about these products may be obtained." (Call, col. 1, lns. 37-41.) Upon receipt of a user request, the translator provides the user with the Internet address at which information relating to the product code, in particular, Universal Product Code (UPC), may be found. (Id., col. 2, lns. 48-52; col. 6, lns. 53-62.) In response to a query, a user may also be provided with "all or part of the information from company table 211 to provide information about the manufacturer(s) to whom registered universal product codes are assigned." (Id., col. 7, lns. 31-34.) Call also discloses that additional information relating to a product may be stored at a product home page. (Id., col. 8, lns. 42-65.) "This product home page may link to additional information related to the product on other pages where appropriate." (Id., col. 8, lns. 52-53.)

As such, Call's product code translator provides links to various manufacturer or supplier web sites or pages to which users are directed to obtain pertinent information based on a UPC. The user may then use other links resident at the supplier's web page to discover or find additional links to other information related to the product. (Id. col. 8, lns. 42-65.)

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Thus, contrary to the Examiner's assertion, Call does not disclose "sending the changed value to the first entity." Nor does Call disclose transmitting or sending a changed or modified value as is recited in claims 6 and 10. Further in this regard, that portion of Call, i.e., col. 8, line 66 to col. 9, line 19, relied on by the Examiner does not support the Examiner's assertion. In fact, that portion of Call indicates that the information is "made available by accessing a single URL." Thus, the information is not sent to the first entity.

In contrast, claims 1, 12, and 15 all recite either means for or method including "sending the changed value to the first entity." In addition, claim 6 recites "transmitting the modified information about the product or a service to the first entity." Claim 10, as amended, now recites "sending a communication including a changed characteristic value to the address when the value of a characteristic is changed." The changed value or modified information is related to a characteristic value of the product, not the address of any entity.

Based on the foregoing, claims 1, 6, 10, 12 and 15 are not anticipated by Call. Furthermore, given that all the other pending claims depend for either of claims 1, 6, 10, 12 and 15 these claims are likewise not anticipated by Call.

The Examiner also listed, but did not rely on, U.S. Patent Nos. 6,243,717 to Gordon et al., 6,154,738 to Call and 5,361,871 to Gupta as additional references. Applicants respectfully submit that these references do not make up for the deficiencies of Call and therefore cannot be combined with Call so as to obviate the pending claims of applicants' application.

As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

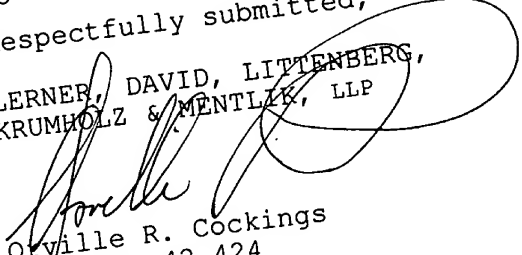
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If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that the Examiner telephone applicants' attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Respectfully submitted,

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